

Communications handbook

User guide – Style

User guide – Templates

User guide – Branding



Communications handbook – User guide (Branding), National VET E-learning Strategy, © Commonwealth of Australia, 2011.

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This user guide should be used in conjunction with the *Communications handbook*, other user guides and templates

Note

References to the Department of Education, Employment and Workplace Relations should be taken as indicative of whichever federal government department is responsible for hosting NATESE and its key advisory councils, including FLAG.

Communications handbook and user guides

The *Communications handbook* and its associated user guides should be used to guide the delivery of communications activities endorsed by the Flexible Learning Advisory Group (FLAG). Their purpose is to ensure that Strategy outputs are delivered clearly, consistently and effectively in terms of content (ie key messages) and style. These documents are available from the Secretariat, and any updates will be communicated to internal and external users.

1. Templates

The following templates have been developed to ensure that the Strategy is consistently presented. Copies of forms and templates are available from the Secretariat.

Template / form	Purpose
Document template	For documents and reports
PowerPoint template	For presentations
CD and DVD examples	Showing how CDs and DVDs should be branded
Email template	For use when emailing Strategy information to your networks
Business card template	Jurisdictions are responsible for ordering and printing costs. These cards are single sided, printed with a glossy 'front' and a 'matt' back. Note: A template is available in the <i>User guide – Branding</i> or from the Secretariat
Advertisement template	For correct branding of advertisements
Media release template	Word template with branding, key messages and contact details
Consent form	Form for obtaining third party consent to reproduce photographs, video and audio; one version for individuals and one for groups

2. Strategy logo

The Strategy logo must appear as the dominant brand on all Strategy outputs. When applying the Strategy brand, it is important that all Strategy staff comply with the mandatory logo guidelines to ensure that the brand is promoted on all tools in a consistent manner.

The Strategy logo is available in the following formats, and designers, printers and product developers using the logo must refer to the specifications. All logo formats are available in .eps, .tif, .jpg and .png formats.

2.1 Side stacked format

The **side stacked format** is the default / preferred option wherever possible. The stacked logo may only be applied where it is not practical for the side stacked logo to be placed. It is for use on white/light coloured backgrounds.

Mono – for use on white backgrounds

Single or one coloured tools should use this version of the logo when printing on white backgrounds.

(Spot colours - PMS 179C and PMS 534C may be used as a substitute for black. Pantone 534C has been used to demonstrate this application below).

Mono reverse – for use on dark coloured backgrounds

This logo is to be used on dark coloured backgrounds or where the legibility of the colour logo may be affected against a darker background or photograph.



2.1.1 Specifications for use

Specification	Web	Documents	Printed material
File format	.gif or .png	.jpg	.tif, .ai, .pdf or .eps
Minimum size	407x48 pixels	65 x 15.7mm	65 x 15.7mm
Resolution	72 pixels/inch	72 pixels/inch	300 dpi

Note

- Web images must include an alt tag, particularly if text is represented as an image
- The Strategy logo must have the alt tag: 'National VET E-learning Strategy'
- The logo should also be linked to the Strategy website

2.2 Stacked logo

A smaller, 'stacked' version of the Strategy logo is available for use in special circumstances. The stacked logo can be used where there is less space available for the standard Strategy logo. If you are unable to use the standard logo on your output, please contact the Secretariat to discuss whether the stacked version can be used instead.



2.2.1 Specifications for use

Specification	Web	Documents	Printed material
File format	.gif or .png	.jpg	.tif or .eps
Minimum size	185 pixels wide	40mm wide	40mm wide
Resolution	72 pixels/inch	72 pixels/inch	300 dpi

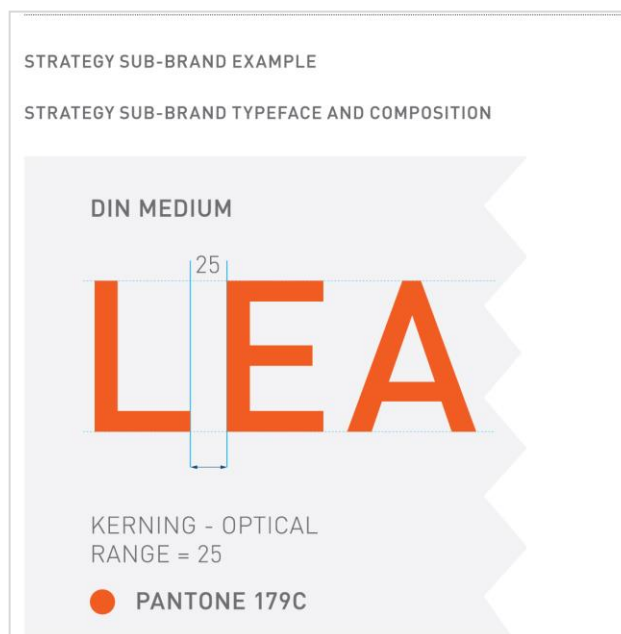
2.3 Sub-branding

If the project, product or item is produced by a specific unit within the Strategy, their sub-brand must appear in the top left corner in DIN OT MEDIUM - CAPPED UP in Pantone 179C at a size proportionate to the logo type in the Strategy logo. If business units or project teams require logotype to be composed, it is recommended they contact the Secretariat.

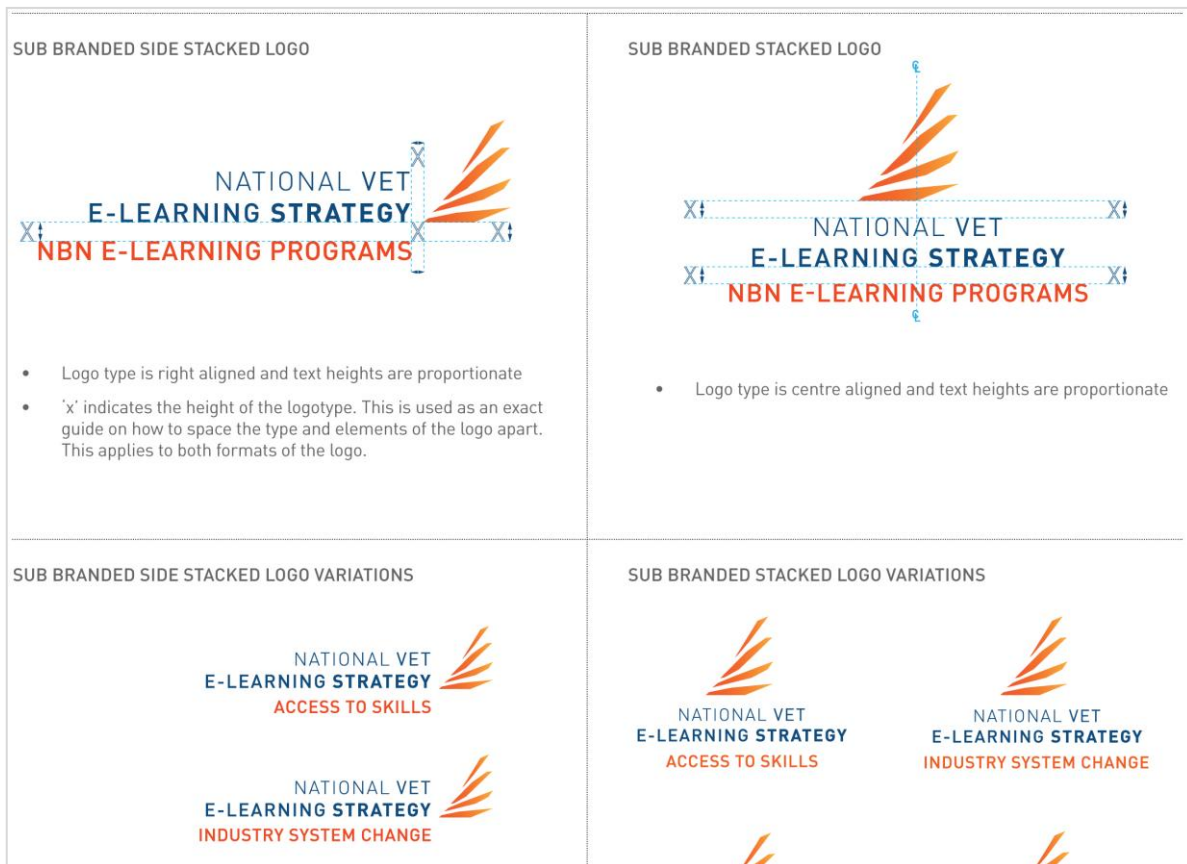
Templates for reports, letterheads and presentations are available.

Sub branded Strategy logo

Should there be time and resource constraints, each business unit of the Strategy has a sub-branded logo that can be applied to external /printed /promotional documentation. These logos may also be supplied to external parties or suppliers for promotional and sponsorship purposes where the unit is a stakeholder in an event, program or activity. Templates for reports, letterheads and presentations contain the preferred brand configurations and must not be altered.



As per the standards that apply to the Strategy logo, the same conditions apply to the use of the side-stacked and stacked logos.



2.4 Brand elements

The Strategy's official typeface is DIN OT Regular. In the absence of this font on your operating system, Arial is the default.

Documents or items professionally designed for printed or electronic materials, displays, factsheets or stationery must use the DIN OT typeface.

2.5 Colours

The Strategy's official colours are blue, orange and tangerine. The application of these colours is primarily based in graphic artwork and the branding, but also to add definition to headings throughout documents.

2.6 Logo sizing and isolation zone

The Strategy brand should always retain prominence over and above other supporting graphics and design elements. Where practical, the branding should appear at the recommended sizes. Please contact the Secretariat if the Strategy logo positioning and size requirements cannot be met.

The isolation zone has been established to ensure that adequate space is left around the brand, providing a clear boundary to enhance presence where ever it may be applied. The zone is relative to the height of the typographic component of the brand. The measurements outlined in the diagrams below indicate the minimum amount of space that should appear around the brand.

MINIMUM AND STANDARD SIZING - SIDE STACKED LOGO



MINIMUM AND STANDARD SIZING - STACKED LOGO



2.7 Generic logo configuration

When working with external designers, printers and product developers, please ensure they have the following specifications.

Where an output or event is solely funded by the Strategy, it must have the Strategy logo as the dominant brand. The Strategy logo must be positioned on the 'front', at the top right of all outputs.



2.8 Strategy URL

The URL: flexiblelearning.net.au should appear in DIN OT Bold, size 15pt (or substituted in Arial bold, size 16pt) in Pantone 534C aligned in bottom left corner.

Note: Business activities may use their own activity-specific URL in the place of the Strategy URL on their outputs, eg flexiblelearning.net.au/accesstoskills. For outputs targeted at industry, FLAG has approved that the URL industry.flexiblelearning.net.au can be used.

2.9 Government acknowledgement

The government inline logo in Pantone 534C must also be featured in the footer in the bottom right corner.

Printing companies require high resolution images to ensure your printed output is not distorted. It is recommended that the .tif (Tagged Image File Format) file format is used as this format is for high resolution images (300dpi+). If the printing company you are using requires an .eps format of the Strategy logo, please contact the Secretariat.

2.10 Examples of logo use and misuse

DO NOT MODIFY THE LOGO.
AVOID KEYLINING, DISTORTING,
SKEWING, RECONFIGURING OR
ROTATING THE LOGO



DO NOT USE SAME OR SIMILAR
COLOURS THAT REDUCE
CLARITY AND LEGIBILITY OF
THE LOGO ELEMENTS



THE LOGO MUST ALWAYS
BE POSITIONED IN THE TOP
RIGHT CORNER -
HORIZONTALLY IMPOSED



LOGO MUST ALWAYS BE SIZED
PROPORTIONATELY



3. Co-branding

3.1 Government logo

The government department logo must be used in conjunction with the Strategy brand, positioned on the front of all material at the bottom right.

The government department logo does not have to be used in black or white only; it can be a dark/light colour so long as there is sufficient contrast between the logo and its background.

3.1.1 Layouts

The government department logo comes in four layouts (stacked, inline, inline strip and stacked strip). Selection of the logo format is at your discretion, however you must follow agreed positioning and specifications detailed in this guide

INLINE IN PANTONE 543C (PREFERRED WHEN USED IN CONJUNCTION WITH STRATEGY LOGO)			
 Australian Government Department of Education, Employment and Workplace Relations			
INLINE (PREFERRED)		INLINE STRIP	
 Australian Government Department of Education, Employment and Workplace Relations		 Australian Government Department of Education, Employment and Workplace Relations	
STACKED		STACKED STRIP (PREFERRED ALTERNATIVE)	
 Australian Government Department of Education, Employment and Workplace Relations		 Australian Government Department of Education, Employment and Workplace Relations	

3.1.2 Specifications for use

The government logo preferred positioning is on the bottom right on the front of all Strategy outputs.

Use	Minimum size		File format
Web	Crest height	64 pixels	.gif or .png
Print	Crest width	20mm	.eps or .tif
Documents	Crest width	20mm	.jpg

3.2 Flexible Learning Toolboxes

The Toolbox logo can be used on any Toolbox tools, but the Strategy logo must be used in conjunction with this logo, with the Strategy being the dominant brand. The Toolbox logo is available in a landscape or portrait layout in a variety of electronic formats.

Note No sub-brands or icons can be developed under the Strategy without the prior submission of a business case to FLAG for approval.



3.2.1 Specifications for use

Specification	Web	Documents	Printed material
File format	.gif or .png	.jpg	.tif or .eps
Minimum size	Minimum width (landscape logo) or height (portrait logo) of logo is 220 pixels	50mm x 8mm	50mm x 16mm
Resolution	72 pixels/inch	72 pixels/inch	300 dpi
Colour mode	Indexed colour	n/a	CMYK Black: C=0, M=0, Y=0, K=100 Orange: C=0, M=44, Y=72, K=0 RGB Black: R=0, G=0, B=0 Orange: R=240 G=147 B=69 Pantone (PMS) Black: PMS=Black M Orange: PMS=1585

Note

- Web images must include an alt tag, particularly if text is represented as an image
- The Strategy logo must have the alt tag: 'National VET E-learning Strategy'
- The logo should also be linked to the Strategy website

3.3 Other organisations

Where an output or event has additional funding contributed by other organisations, their logos can be included but their placement must be negotiated with the Secretariat to ensure mutual sign off. As a general rule, sponsor logos must not interfere with the integrity of the Strategy brand, and should appear at a proportionate size to complement the other design elements.

If the Strategy is the main funding source, the Strategy logo should be the dominant brand and positioned at the top right of all tools where possible. Other logos should be positioned in a less dominant position, depending upon space availability and the number of logos involved. If the Strategy is a contributor or one of multiple funding sources, the Strategy logo is likely to be considered a stakeholder brand. In these instances, it is recommended that you contact the Secretariat to ensure that you are getting the most appropriate advice regarding logo size and positioning.

The following are examples demonstrating the most appropriate application of the Strategy logo.

<p>INAPPROPRIATE USE OF THE LOGO</p>  <p>A red 'X' is placed to the left of a logo arrangement. The arrangement includes 'the learning FEDERATION', 'cc curriculum corporation', and 'NATIONAL VET E-LEARNING STRATEGY' with a stylized orange graphic. The logos are crowded and the 'NATIONAL VET E-LEARNING STRATEGY' text is partially obscured by a dashed box.</p>	<p>USE THE LOGO MOST APROPRIATE FOR THE SPACE</p>  <p>The same three logos are shown in a clean, spaced-out arrangement within a white box with a stylized top edge. The 'NATIONAL VET E-LEARNING STRATEGY' logo is the most prominent on the right.</p>
<p>DOUBLING UP OF SUB-BRANDING</p>  <p>A red 'X' is placed to the left of a logo arrangement. It shows 'ACCESS TO SKILLS' and 'NATIONAL VET E-LEARNING STRATEGY ACCESS TO SKILLS' with a stylized orange graphic. The sub-branding is repeated, which is incorrect.</p>	<p>USE THE MOST APPROPRIATE FORMAT IF SUB-BRANDING IS REQUIRED</p>  <p>Two examples are shown. The first shows 'ACCESS TO SKILLS' and 'NATIONAL VET E-LEARNING STRATEGY' with a stylized orange graphic. The second shows 'NATIONAL VET E-LEARNING STRATEGY' and 'ACCESS TO SKILLS' with a stylized orange graphic. Both are correct formats for sub-branding.</p>
<p>DOUBLING UP OF SUB-BRANDED LOGOS</p>  <p>A red 'X' is placed to the left of a logo arrangement. It shows 'the learning FEDERATION', 'cc curriculum corporation', 'NATIONAL VET E-LEARNING STRATEGY LEARNER PATHWAYS', and 'NATIONAL VET E-LEARNING STRATEGY NBN E-LEARNING PROGRAMS'. The sub-branded logos are repeated, which is incorrect.</p>	<p>FOR TWO OR MORE SUB-BRANDS USE THE GENERIC LOGO</p>  <p>The same three logos as in the first row are shown in a clean, spaced-out arrangement within a white box with a stylized top edge. The 'NATIONAL VET E-LEARNING STRATEGY' logo is the most prominent on the right.</p>

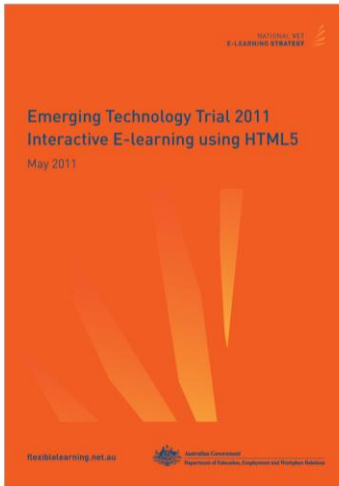
4. Document formatting

The aim of the report cover is to identify the Strategy brand clearly and consistently. The general rules with the cover design are for the colours to remain clean, consistent, highly legible and unimposing. Abstracts may appear at a different angle or scale.

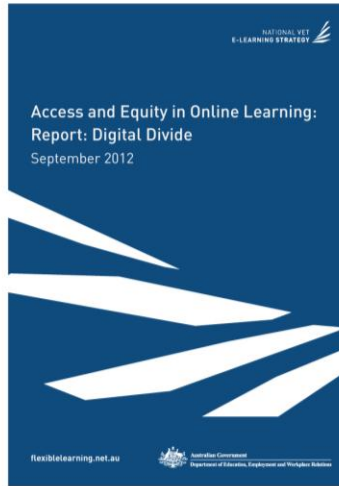
Please also refer to the *User guide – Templates* for instructions on formatting the cover pages of documents.



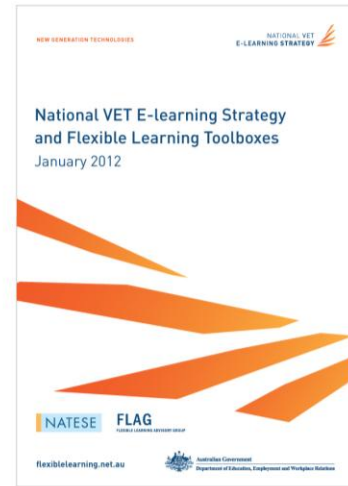
FULL COLOUR ELEMENTS MUST NEVER BE USED ON A SPOT COLOUR BACKGROUND. TEXT AND ALL PAGE ELEMENTS MUST BE REVERSED OUT (APPEAR IN WHITE) TO INCREASE LEGIBILITY



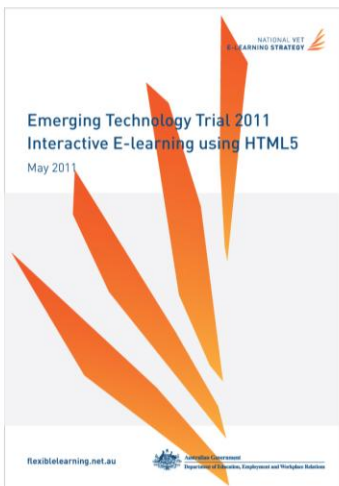
SPOT COLOUR BACKGROUNDS SHOULD BE AVOIDED. THE PREFERRED OPTION IS TO APPLY A GREY, ORANGE OR BLUE GRADIENT WITH THE ABSTRACT IN THE SAME GRADIENT WITH A MULTIPLY OR SCREEN FILTER.



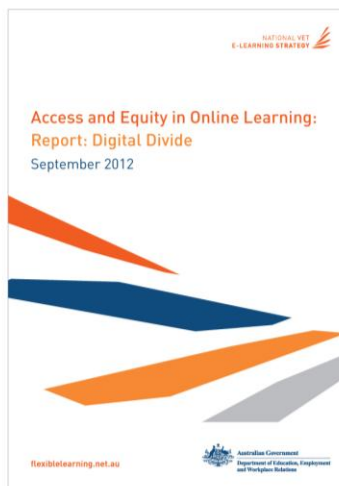
STAKEHOLDERS LOGOS ARE NOT TO APPEAR ON COVER ARTWORK UNLESS APPROVED



LOGO ABSTRACT MUST BE PLACED IN THE BOUNDING BOX. ABSTRACT MUST NOT INTERFERE WITH OTHER PAGE ELEMENTS.



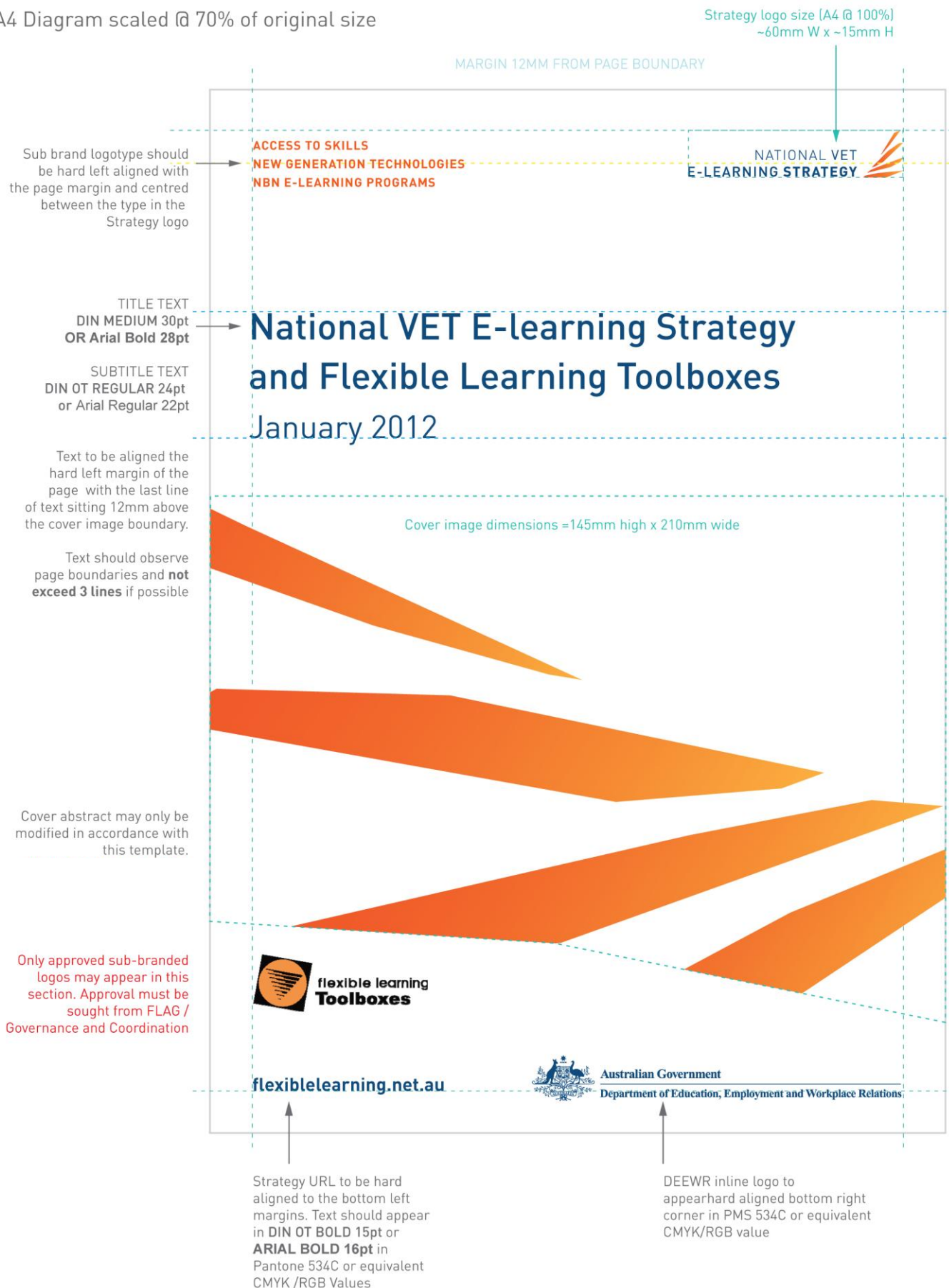
CUSTOM-COLOURED ABSTRACT AND PAGE ELEMENTS ARE FORBIDDEN.



BOUNDING BOX MUST NOT BE COLOURED. DO NOT RECONFIGURE LOGOS.



A4 Diagram scaled @ 70% of original size



5. Promotional collateral

Posters, banners and other promotional collateral must be consistent with the instructions in this user guide.

Poster artwork is relatively flexible, margins should be at a minimum of 10mm, maximum of 18mm. Application of branding is as stated for most applications of the Strategy.

Content should be sent to the Secretariat for review prior to production.

6. CD and DVD labels

When developing Strategy CDs and DVDs, please ensure that:

- packaging is correctly branded
- an entry page with appropriate branding is included (eg copyright and disclaimer statements, Strategy definition and 'call to action' details).



7. Advertisements

While business activities are responsible for copywriting and design of advertisements, the Secretariat coordinates the placement of advertisements in state, territory or national publications. Business Managers must ensure that the advertisement complies with the guidelines in the *Communications handbook* and associated user guides.

Please refer to the *Communications handbook* for information on timing for placement of advertisements.

Note

Business activities are responsible for the cost of advertisements.

Appendix 1: Branding checklist

Use this checklist to ensure that Strategy branding is accurately and consistently applied. Please also supply this checklist to any contractors who are involved in developing a Strategy output.

Item	Detail	
Strategy logo	Positioning	Top right on the front of all outputs
	Size	-
	Colour	Correct colour mode (CMYK, RGB, PMS)
	Format	Correct format (.eps, .jpg, .tif, .png)
Government department logo	Positioning	Bottom right on the front of all outputs
	Size	Minimum crest width = 20mm (print) Minimum crest height = 64 pixels (web)
	Colour	Correct colour mode (CMYK, RGB, PMS)
	Format	Correct format (.eps, .jpg, .tif, .png)
Strategy URL	Positioning	Bottom left on the front of all outputs
	Size	DIN (or Arial) font, 14pt bold
Strategy definition	Naming	National VET E-learning Strategy (Strategy)
	Defined	See <i>Communications handbook</i> for instructions and wording
Strategy copyright statement	Positioning	See <i>Communications handbook</i> for instructions and wording
	Option	Choice of two options
Acknowledging authors and third party contributions	Positioning	Depends on type of output
	Content	See <i>Communications handbook</i> for instructions and wording
Strategy contact information	Positioning	Last page/section on any outputs
	Content	See <i>Communications handbook</i> for instructions and wording
Co-branding with other logos	Positioning	Where an output or event is solely funded by the Strategy, it must have the Strategy logo as the dominant brand and the government department logo. Note: where an output or event has additional funding contributed by other organisations, their logos can be included but their placement must be negotiated with the Secretariat to ensure mutual sign-off.
Strategy disclaimer	Where applicable	See <i>Communications handbook</i> for instructions and wording
Strategy identification statement		See <i>Communications handbook</i> for instructions and wording
Indigenous disclaimer		See <i>Communications handbook</i> for instructions and wording
Acknowledging reproduction of Strategy outputs		See <i>Communications handbook</i> for instructions and wording
Formatting	Refer to the <i>User guide – Templates</i> for detailed instructions on document and presentation formatting	

Contact

The FLAG Secretariat is available to assist in interpreting and applying the requirements set out in the *Communications handbook* and associated user guides.

Telephone: 03 9954 2700

Email: flag_enquiries@natese.gov.au

Website: flexiblelearning.net.au